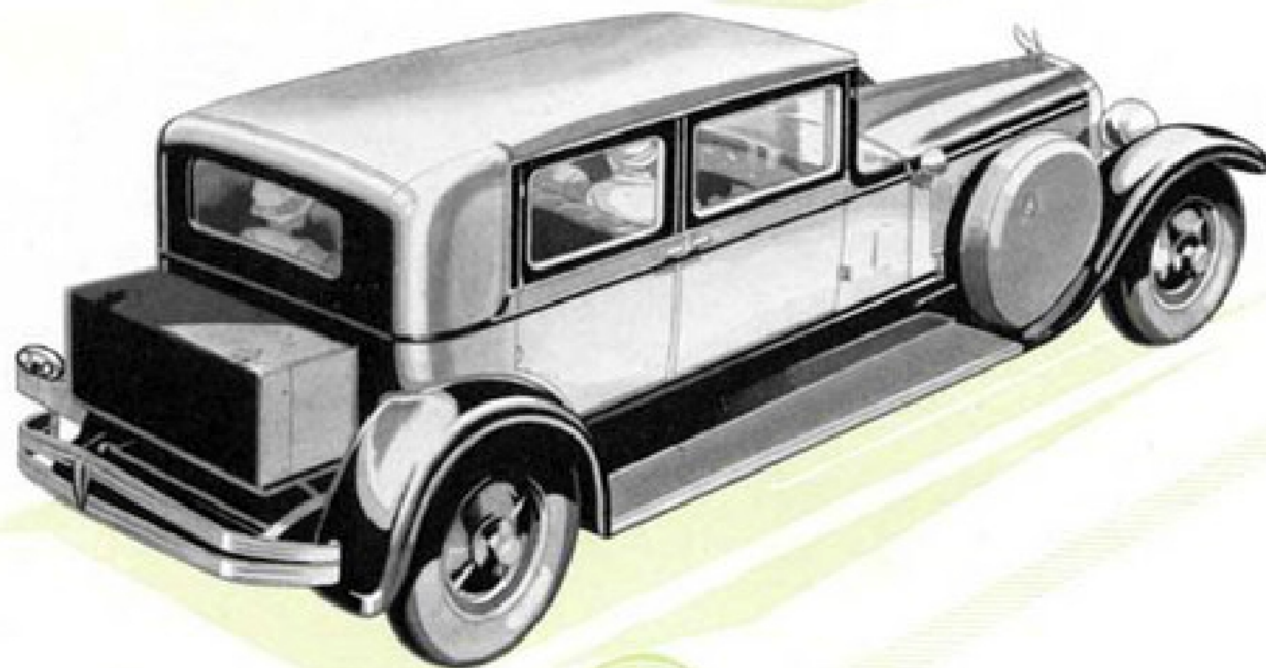




THE CHRYSLER
IMPERIAL "80"

The Chrysler Imperial “80”



There is a zest and satisfaction in the building of a superlatively fine motor car which is, in itself, generous compensation for the effort entailed.

In every conscientious workman glows a spark that flames into eagerness at the opportunity of creating something *better*.

Picture a group of such men—young, virile, experienced and capable—a group whose works, for four consecutive years, had pointed the way for an entire industry—having the gauntlet thrown to them with a challenge to build the finest motor car that intelligence could devise or money command.

No restrictions, no limitations—only the challenge to their abilities and ambitions and the chance that every sincere and earnest builder yearns for.

There you have the inspiration for Chrysler's finest—the new Imperial "80." In the car itself you will find its worthy realization.

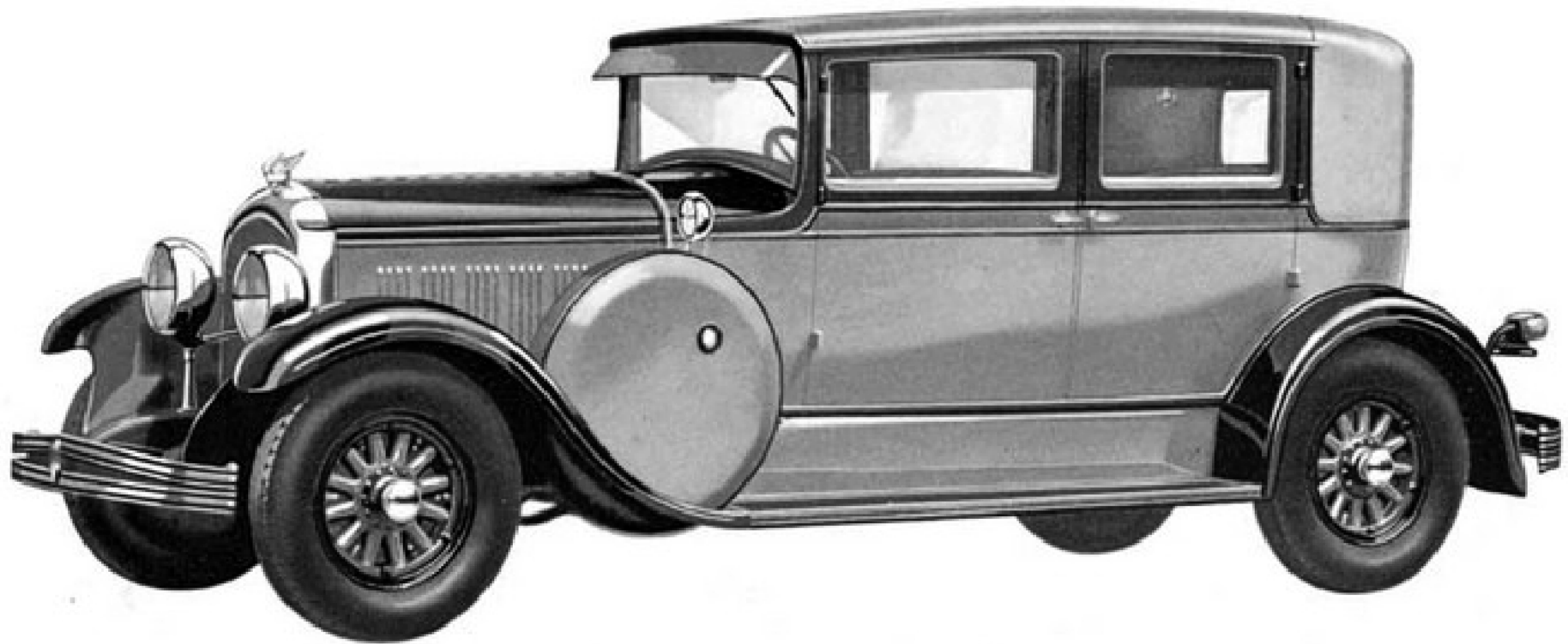
Here is the masterpiece of men who have created success after success, and whose products have won such high regard from a discerning public that demand has forced Chrysler on and up, from twenty-seventh to third place in the world's largest industry within the amazingly brief period of less than four years.

We invite the keenest scrutiny of this



Town Coupe, by LE BARON
*An interesting example of
Chrysler's custom bodies.*





The New Imperial "80" Town Sedan
(Five Passengers)

A SPIRITED, flashing car, typical of the modern trend. The top and rear quarters are finished in a soft, weatherproof fabric, especially made, in a shade to harmonize with the body color. The upholstery is

Bedford cord with either pigskin facings or broadcloth trim—or, mohair plush. Upholstery styles to suit individual tastes may be obtained at slight extra cost. Trunk rack, fender wells and bumpers are standard.



magnificent car. No matter how exacting may be your conceptions of what a fine automobile should be and do, they can scarcely even approximate the requirements laid upon themselves by the designers and builders of this great car.

In its newly conceived beauty, its smartly moulded lines, its amazing performance capabilities and its flawless, smooth functioning, it vies with the very best the world can offer.

The new Imperial "80" is the most powerful automobile being manufactured in America today on a production basis. Its tremendous power capabilities not only give a capacity of 80 miles per hour, but what is vastly more important, have been made to deliver an almost inconceivable certainty, smoothness and speed of response.

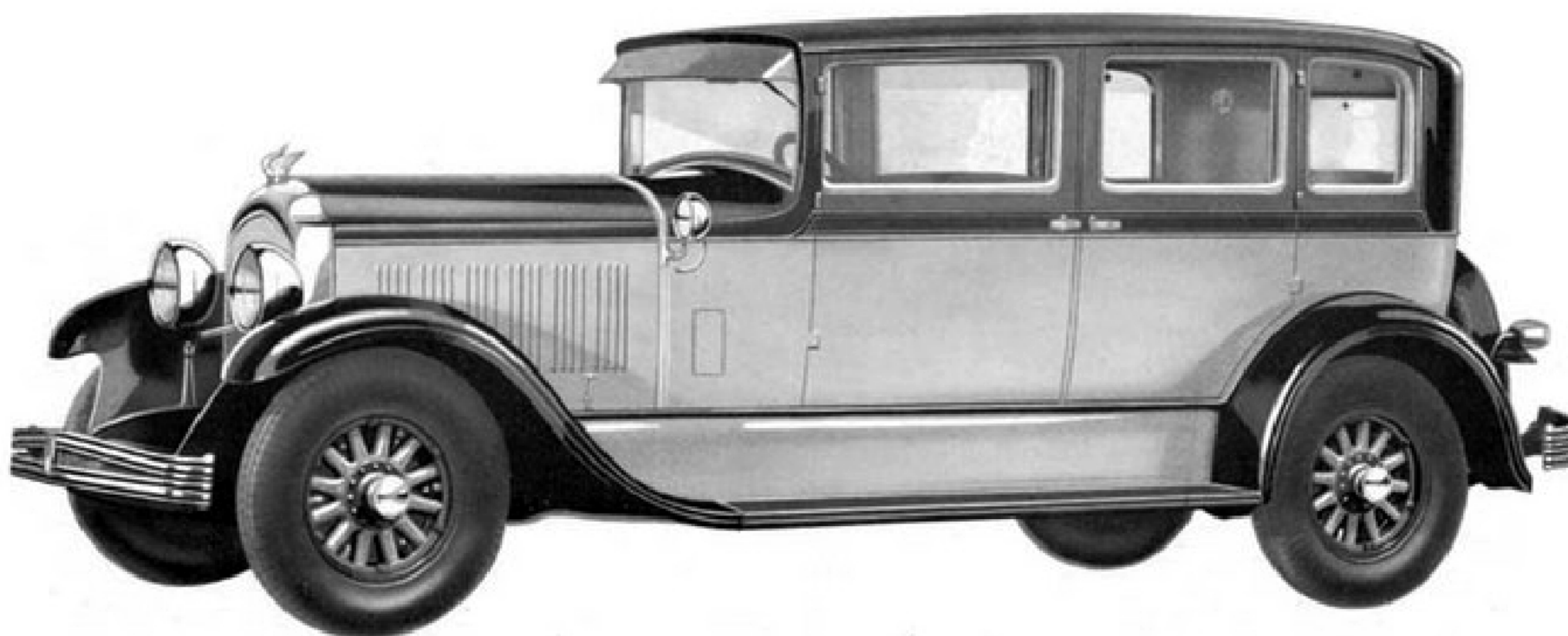
Its generous length, long springs cushioned in blocks of live rubber, rubber engine mountings, shock absorbers, full balloon tires, roomy interiors and saddle-spring-type seats upholstered in the finest fabrics, confer a luxurious quiet softness and comfort of riding unlike anything you have ever experienced.

So highly had the Imperial "80" been perfected that a year ago it might have seemed sheer boastfulness to have predicted any considerable or startling improvement in its mechanism. Yet an examination of this new Chrysler Imperial "80" will show, as the work of Chrysler engineers has consistently



The Touralette, by LOCKE
A somewhat daring treatment of the phaeton type.



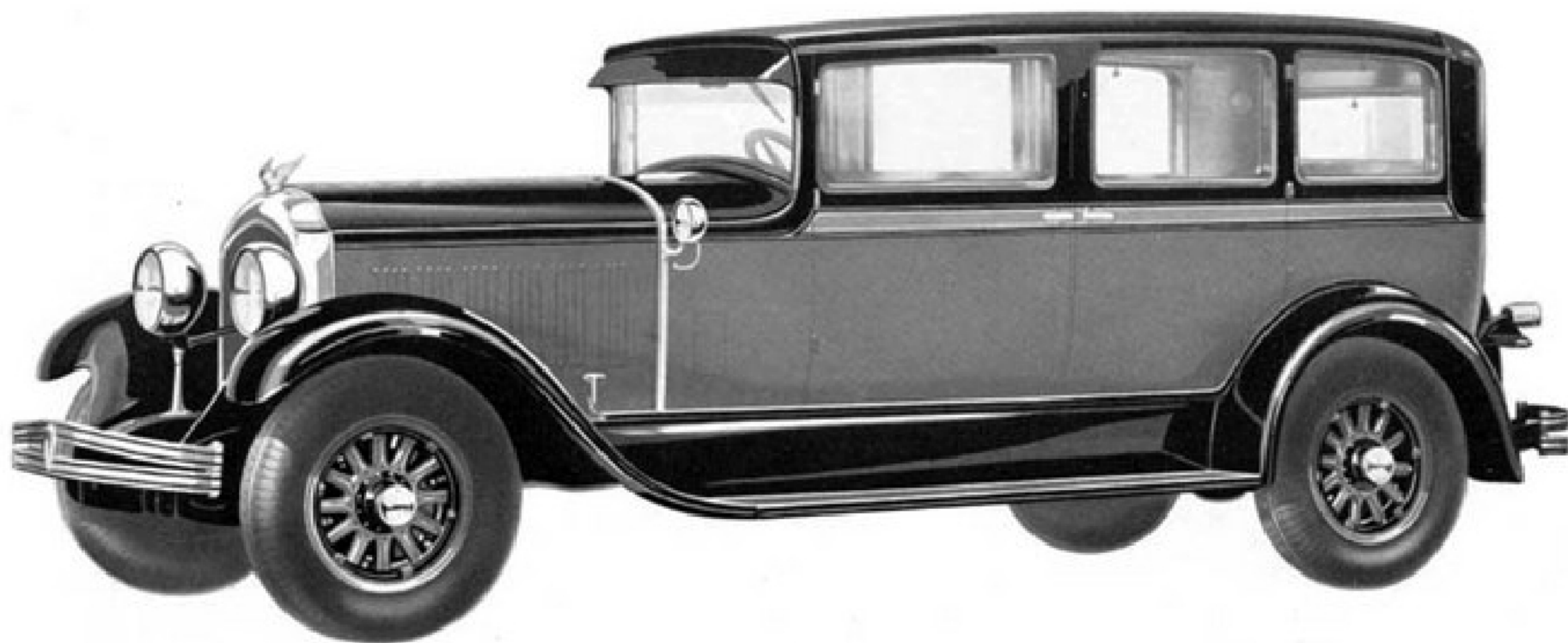


The Imperial "80" Five-Passenger Sedan
(Five Passengers)

THIS popular model is representative of the beauty of the new Imperial "80" line. A smart color combination is matched by luxurious upholstery of broadcloth, with Bedford cord or mohair plush as optional choices.

Its riding comfort is unsurpassed by any motor vehicle in the world. Smart, modern, and with a performance that could only be expected of a Chrysler. The bumpers are standard equipment.





*The Imperial "80" Seven-Passenger Sedan
(Seven Passengers)*

TRUE simplicity, stateliness and style. Upholstered in broadcloth, with the option of Bedford cord or mohair plush. Auxiliary seats are exceptionally wide, permitting the seating of three passengers. The length of the car

is accented by its lowness, giving a distinctive character that cannot be escaped. Impressive and dignified, yet with a vigor and sparkle of performance and appearance that typify every Chrysler. Bumpers are standard.





LUXURIOUS COMFORT

is apparent in the rear seat of the Seven-Passenger Sedan and Sedan-Limousine. The upholstering materials are the finest procurable.

A DISTINCTIVE NEW FEATURE

is the straight seat-back giving greater convenience and roominess and permitting the use of a sliding glass partition which is standard in the Sedan-Limousine and obtainable for the Town Sedan, Five- and Seven-Passenger Sedans at moderate extra cost.

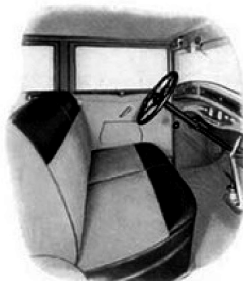


IF YOU PREFER—

an auxiliary arm rest, as illustrated at the left, it may be obtained in the Five-Passenger Sedan at a nominal extra cost.

AUXILIARY CHAIRS

in the Seven-Passenger Sedan and Sedan-Limousine are wider than is usual, making it possible to seat three passengers on the two chairs.



PIGSKIN FACING

contrasting with the upholstery material of the Town Sedan, is a new and strikingly attractive departure from the conventional closed car interior. In the Town Sedan, Five- and Seven-Passenger Sedans, the driver's seat-back is adjustable.

THE ART OF SIMPLICITY

has never been better exemplified than by the aristocratic interior of the Five-Passenger Sedan. It portrays its own high quality with an impressiveness that cannot be escaped.

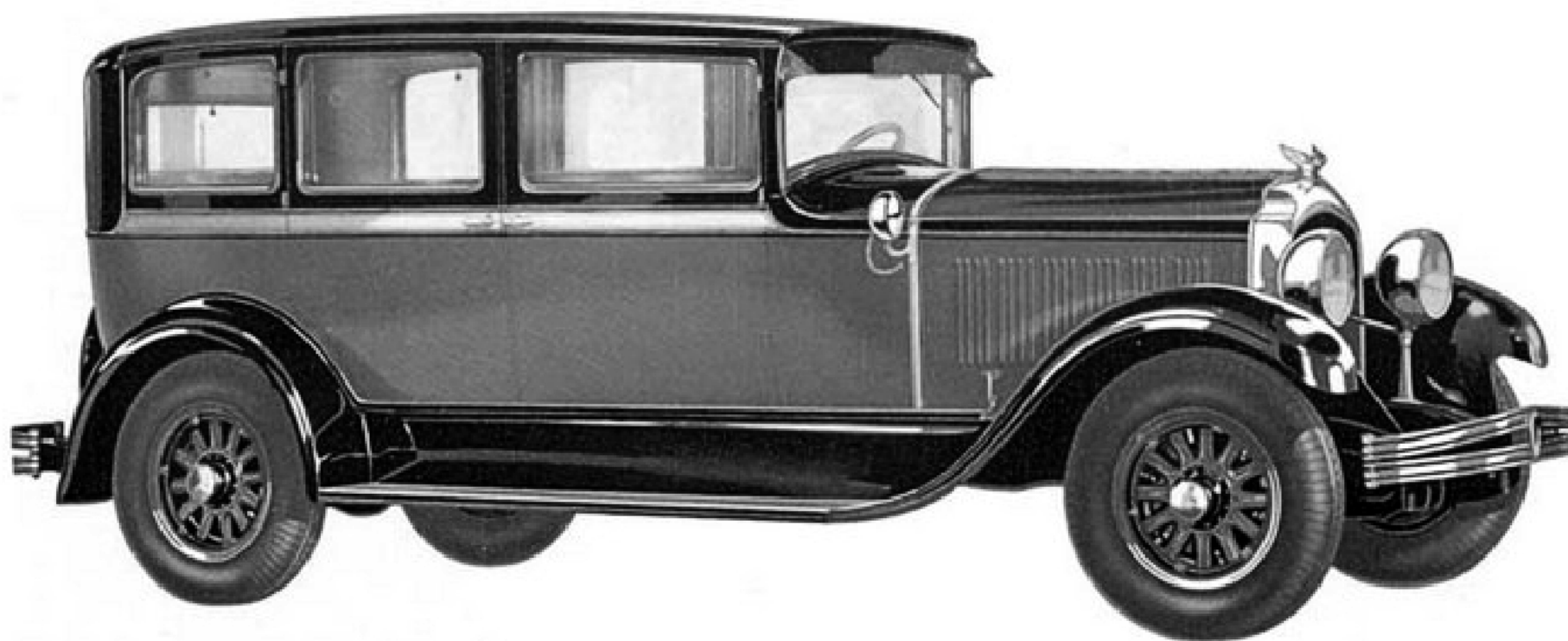
SMARTNESS

is truly expressed in the interior of the Town Sedan. Its simple treatment is relieved by the modern touches evident in pigskin facings and artistic appointments. An arm rest, similar to that illustrated for the Five-Passenger Sedan, is obtainable at slight extra cost.

INVITINGLY ROOMY

One is struck immediately by the generous seating space and the ample dimensions of the Sedan-Limousine and Seven-Passenger Sedan.





The Imperial "80" Sedan-Limousine
(Seven Passengers)

TRULY, as fine as money can build. A feature of this striking car is the adjustable glass panel in the front seat-back which permits use of the car either as a sedan or a limousine. Regularly upholstered in broadcloth,

it may be obtained in Bedford cord or mohair plush if preferred. The auxiliary seats are amply wide to accommodate three passengers if necessary. Appointments and details are exceptionally fine. Bumpers are standard.



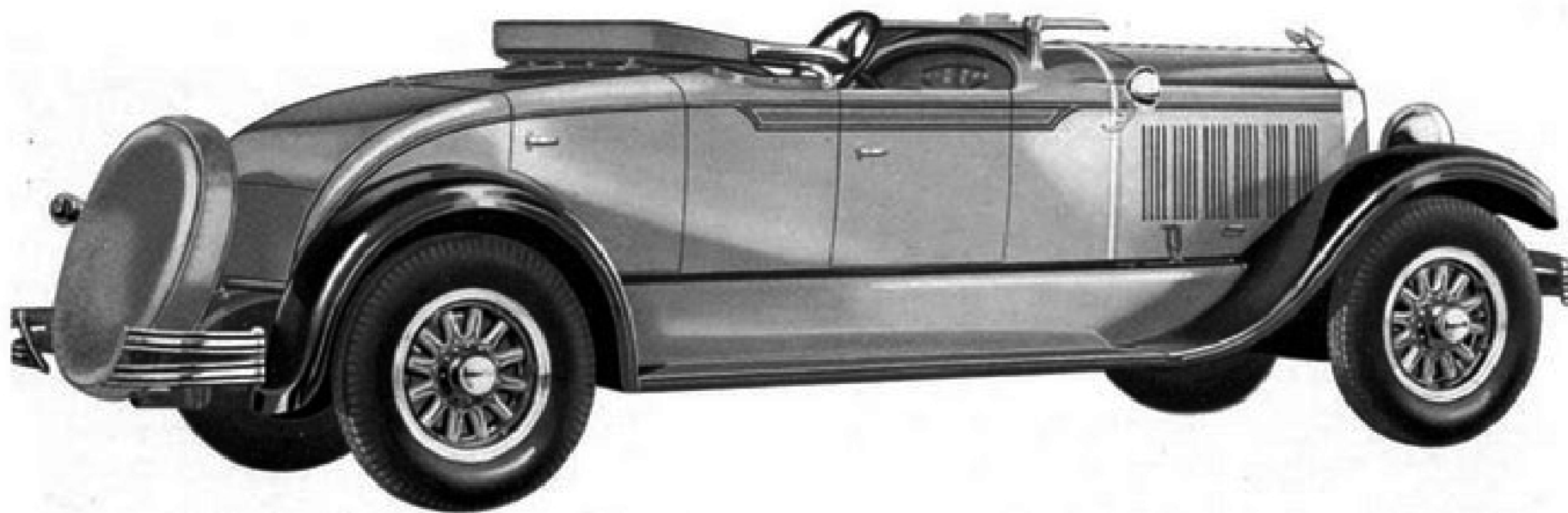


body features

The custom building of all Chrysler Imperial "80" bodies permits a "difference" that is marked in many particulars. All body types are very low and long. Doors are wide, with narrow corner pillars. Fenders, visor and radiator core are finished to harmonize with the body color. Bumpers are specially designed, with indentations and backs colored to match the body tones. Smart touches are provided by cowl ventilators at the sides, plain round hub caps, groupings of the hood louvres in sets of four, and chrome-plated, ball-shaped lamps. The front seat-back extends straight across, giving much more convenient entrance, more room, and permitting the use of a sliding glass partition when desired. Auxiliary seats are of extra width.

Ultra smart and distinctive ideas in upholstery include the use of Bedford cord and fine-quality mohair, broadcloth, black colonial-grain leather, pigskin facings, etc. Tops are finished either in black or in special fabrics to harmonize with body colors. Even tire and trunk covers can be furnished in certain colors to harmonize with body tones.

The completeness and richness of appointments are indicated by two-position-type, adjustable footrest; capacious pockets on seat-back or doors; beautifully finished silver hardware; complete instrument grouping in tastefully designed panel; attractively designed headlamp control, with spark and throttle controls, on the steering wheel; fine-quality velvet carpets; electro-lock and fumer control on the mounting in front of steering column; etc., etc.

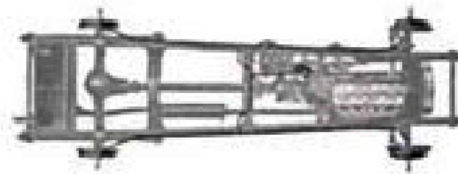


*The New Imperial "80" Roadster
(With Rumble Seat)*

HERE is a fresh and virile beauty that is unapproached among fine motor cars. Its fleetness, its smart handling, its flashing acceleration and its superb dependability are qualities so pronounced that they will cause

you to marvel as long as you drive it. Note the door which permits easy entrance to the rumble seat. Throughout the car you will find just such thoughtful conveniences. (The bumpers are included.)





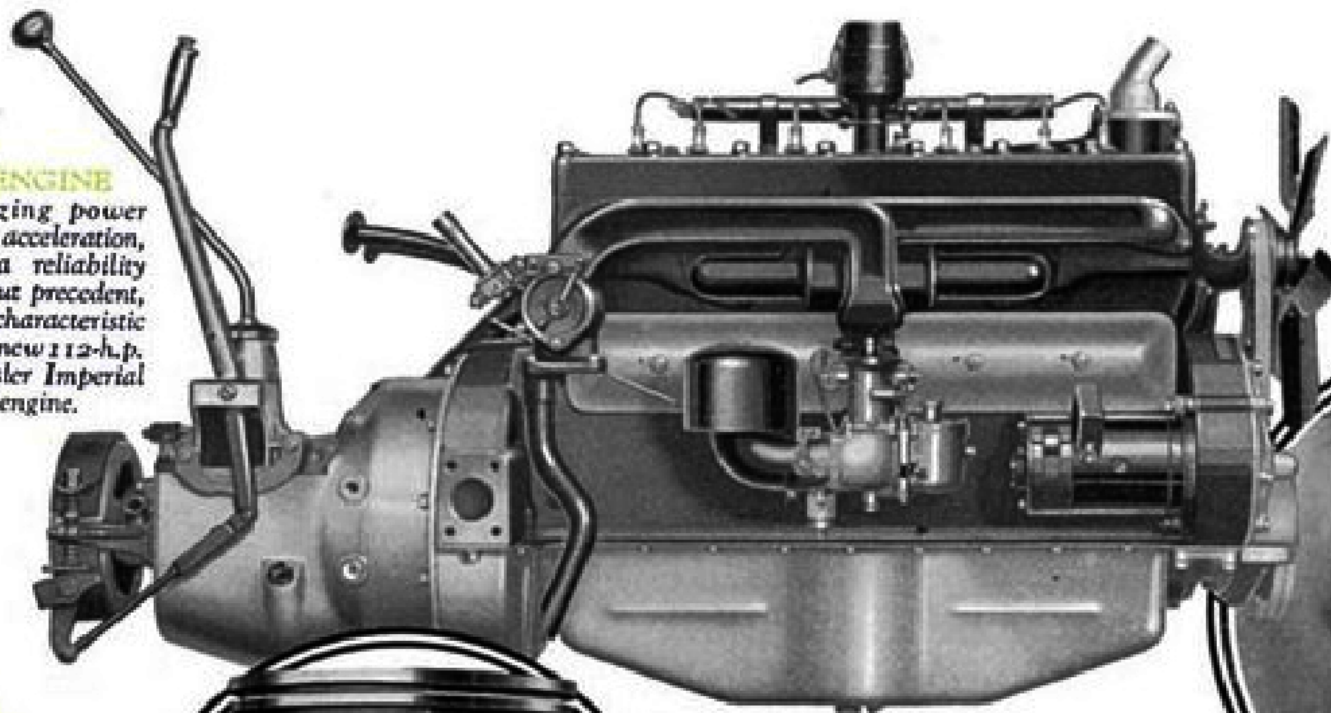
mechanical

The new Imperial "80" is distinguished by use of the exclusive Chrysler "Red-Head" type of high-compression engine. With a bore of $3\frac{5}{8}$ inches and stroke of 5 inches, and a compression ratio of six to one, it develops 112 horsepower at 3300 revolutions per minute—and yields results in power, acceleration, speed, climbing ability and economy of maintenance that are unrivaled in the whole realm of motordom.

A new and greatly improved type of impulse neutralizer, recently perfected by Chrysler engineers, is employed. Newly designed pistons feature semi-invar struts and five rings per piston—four tung-tite compression rings and one oil-control ring. The crankshaft is a highly improved, counterbalanced and counterweighted type, perfected by Chrysler engineers for use, exclusively, in the new Imperial "80." Engine mountings are cushioned in rubber. Oil purifier, air cleaner, a new system of crankcase ventilation, a more efficient principle of carburetion, pressure lubrication and an improved manifold design are but a few of the many advancements that mark this engine. In the chassis are to be noted the newly designed transmission, with an aluminum case; an improved clutch of the single-plate type; a newly developed rear axle; hydraulic four-wheel brakes of the internal-expanding type with a master cylinder which is automatically refilled; spring ends cushioned in blocks of live rubber; rigidly constructed frame with seven cross members; etc., etc.

ENGINE

Amazing power and acceleration, and a reliability without precedent, are characteristic of the new 112-h.p. Chrysler Imperial engine.



OIL FILTER

Abrasives, grit and dirt are filtered from the lubricant by the oil purifier.



PISTON

Newly designed semi-invar strut piston with five rings—four compression and one oil-control ring.



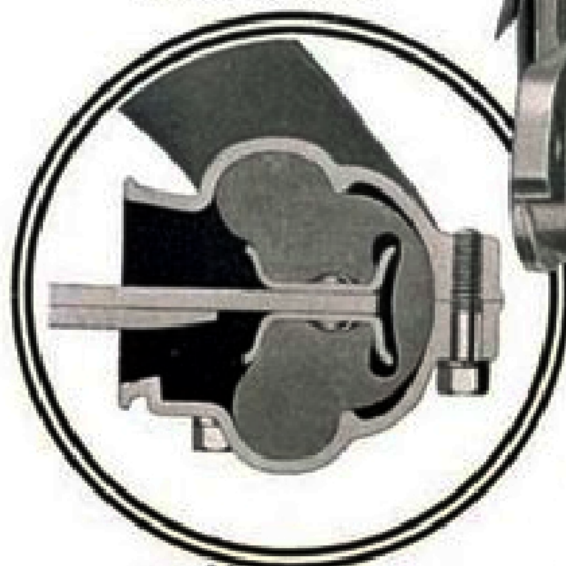
CRANKSHAFT

Perfected seven-bearing crankshaft of new design, exclusively Chrysler's; counterbalanced and counterweighted.



SHOCK INSULATORS

All spring ends are cushioned in blocks of live rubber.

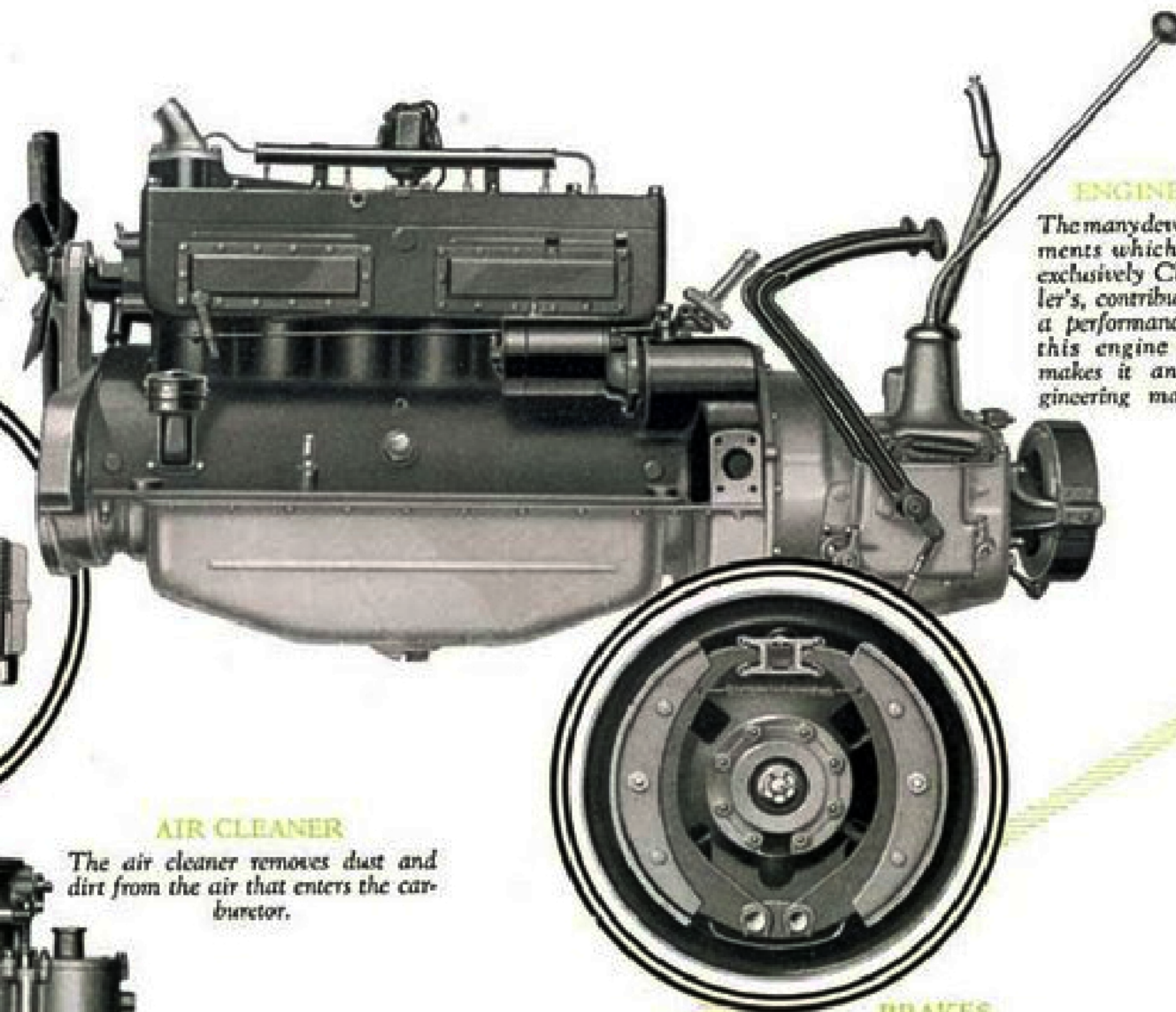


AIR CLEANER

The air cleaner removes dust and dirt from the air that enters the carburetor.

ENGINE

The many developments which are exclusively Chrysler's, contribute to a performance in this engine that makes it an engineering marvel.



BRAKES

Observe the simple, reliable mechanism of the brake-shoe employed in the Imperial "80's" four-wheel hydraulic brake system.



Specifications ~

AXLE—Rear—Semifloating. Drive gear and pinion, spiral-bevel type. Chrome-nickel-vanadium steel, heat treated. Gear ratios—Roadster, 3.77 to 1; all other body models, 4.08 to 1. Axle shafts, forging of high-alloy chrome-nickel steel, heat-treated.

Front—Chrome-molybdenum steel, heat-treated; tubular, $2\frac{1}{2}$ inches diameter. Adjustable tapered roller wheel bearings.

BRAKES—Service—Chrysler-Lockheed hydraulic, internal expanding. Drums, 15 inches inside diameter; brake lining, $1\frac{3}{4}$ inches wide; $\frac{1}{8}$ of an inch thick.

Emergency—External contracting on drum mounted at rear of transmission.

CAMSHAFT—Mounted on four bearings. Force-feed lubrication to all bearings.

CARBURETOR—Plain-tube type provided with special accelerating pump; also auxiliary needle valve automatically operated with choke to facilitate starting and warming up. Centrifugal air cleaner. Fumer for easy starting.

CLUTCH—Single dry-plate type. Driving disc, 11 inches in diameter, torque cushioned by coil springs and friction rings; facing is asbestos fabric $2\frac{1}{4}$ inches wide riveted to each side of the driven disc. Ball-type release bearing.

ENGINE—L-head type, water cooled. Bore, $3\frac{5}{8}$ inches; stroke, 5 inches. S. A. E. horsepower, 31.54. Developed horsepower, 112. Full force-feed lubrication. Seven-bearing, counterweighted crankshaft. Four-bearing camshaft. Semi-invar strut pistons—five rings. Oil purifier, impulse neutralizer, air cleaner and fumer.

ELECTRICAL SYSTEM—Single-wire system. Generator—third-brush regulation thermal control, six-volt type. Starting motor—six-volt type with Bendix drive. Six-volt, heavy-plate type battery and spark coil ignition.

EQUIPMENT—Bumpers, shock absorbers, cigar lighter, spring covers, stop light, backing light, clock, windshield wiper, rear-view mirror, wind deflectors on open cars, fuel filter, oil filter, telephone on Sedan-Limousine, electric fuel gauge on instrument panel. Band-type spare-tire lock.

FRAME—Pressed steel, wide flange. Channel, 7 inches deep. Length, $184\frac{1}{2}$ inches. Thickness, $\frac{3}{4}$ of an inch. Flanges, $2\frac{1}{2}$ inches. Seven cross members, including two tubular.

FUEL SYSTEM—Vacuum-tank supply system, triple capacity. Visible sediment trap with shut-off valve. Twenty-gallon (including reserve) fuel tank mounted at rear with three-gallon reserve. Electric fuel gauge on instrument panel.

OVERALL LENGTH—Overall length without bumpers, 191 inches. Overall length including bumpers, $204\frac{3}{8}$ inches.

SPRINGS—Silico-manganese steel, semielliptic type. Front—length, $41\frac{1}{2}$ inches; width, $2\frac{1}{4}$ inches; 9 leaves. Rear—length, $58\frac{1}{4}$ inches; width, $2\frac{1}{4}$ inches.

STEERING GEAR—Semi-irreversible, cam-and-lever type. Adjustable for wear.

TIRES—Balloon cord, nonskid tread, 30 x 6.75 inches.

TRANSMISSION—Three-speed, selective sliding-gear type. Unit with engine. All gears chrome steel.

Chrysler Imperial "80"

